

The 33rd China (Shenzhen)

International Gifts, Handicrafts, Watches & Houseware Fair

April 25-28, 2025

Shenzhen World Exhibition &
Convention Center

POST SHOW
REPORT



<https://apr.chinagiftsfair.com/>



Built by
RX Huabo
励展华博展览(深圳)有限公司

ufi Approved
International
Event



300,000

Buyer Visits



4,500

Exhibitors



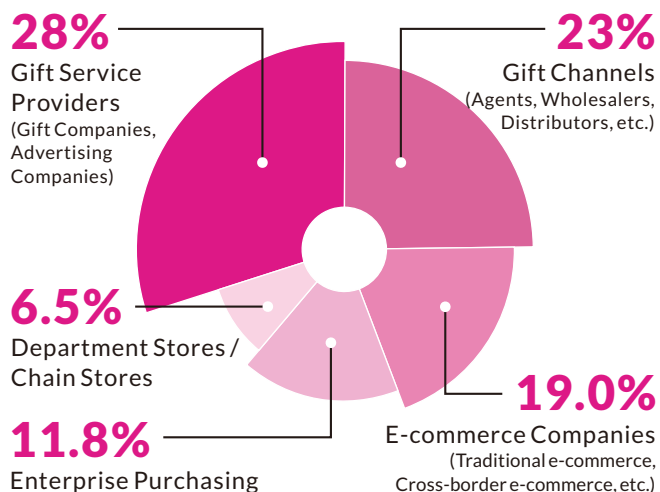
240,000 sqm

Exhibition Area



Thank you for participating in the 33rd China (Shenzhen) International Gifts, Handicrafts, Watches & Houseware Fair, which was successfully held from 25th to 28th April at the Shenzhen World Exhibition & Convention Center. We sincerely appreciate your invaluable support, which played a key role in making this exhibition a success.

Buyer Profile



99.9% of buyers influence decision!

The 10 Most Represented Countries and Regions

	01. Mainland China		06. India
	02. Hongkong, China		07. Japan
	03. Taiwan, China		08. Singapore
	04. Malaysia		09. Russia
	05. Korea		10. Thailand

TOP 10 Domestic Buyer Breakdown by Regions

Beijing
Shanghai
Guangdong
Zhejiang
Jiangsu

Fujian
Shandong
Hunan
Hubei
Henan

98.71%
Mainland China

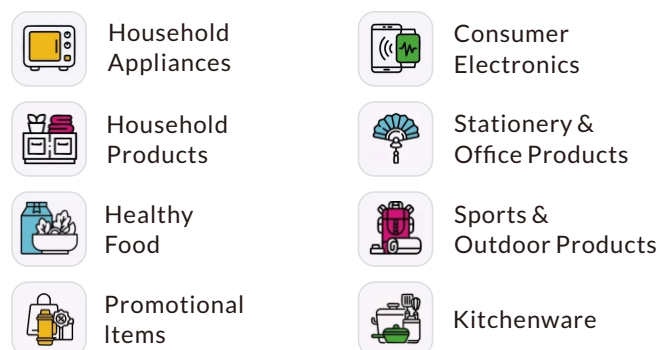
TOP 5 Promotional Trends of 2025



Purpose of Procurement



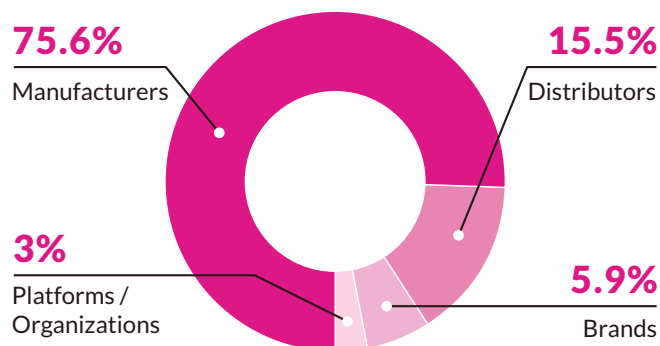
Popular Products Among Buyers



Exhibitors

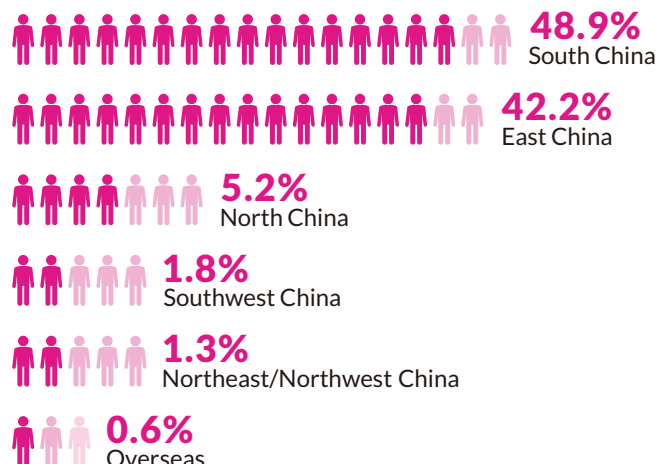
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Exhibitor Profile



97.5% of exhibitors were satisfied with the fair.

Exhibitor Breakdown By Geography



Key Brands

Cultural & Creative Products	
Stationery & Office Supplies	
Household & Cleaning Products	
Mobile Electronics	
Smart Home Appliance	
Outdoors	
Home Textiles	
Kitchenware	
Drinkware	



Buyers

Alexandra, Designer Things

This was my first time visiting the Shenzhen Gift Fair. It was absolutely worth it. I was impressed by the wide range of products and the number of quality, flexible suppliers with competitive pricing. The fair was large, well-organized, and very comfortable. If you're a designer or product developer, it's the perfect place to connect directly with manufacturers and receive immediate feedback. Compared to other shows I've attended in Europe and Hong Kong, this one feels like heaven.

Paul & Vincent, Purchasing Manager Just Amazing Creations LLC

We run an e-commerce business serving Europe and the US, and came to source packaging and promotional items. The variety of suppliers was impressive, and communication with suppliers was open and efficient. The venue was modern and well-organized. Overall, a valuable experience that opened up new business opportunities.

Exhibitors

Ms. Huang, Marketing Director Sichuan Province Silver Coin Collection Industrial Co. Ltd.

We had a highly rewarding experience at the Shenzhen Gifts Fair. The event allowed us to connect with quality buyers from chain retail, banking, and other key sectors. Visitor traffic was high each day, and we were able to build valuable new partnerships across the industry.

Ms. Zhang, Founder Zhejiang Zaowulang Cultural & Creative Co., Ltd.

The Shenzhen Gift Fair provided an excellent platform for us to connect with buyers seeking cultural and heritage gift products. Visitor flow was strong, and most customers came with clear sourcing needs. We successfully expanded into new channels because of the professional trade fair.

On-site Activities

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REPORT **2025** April

5 Themes / **20+** Sessions / **80+** Presentations



Special Areas



"Everything Can Be a Gift" Creative Zone



KOL Live Streaming Area



Green Packaging Zone



Trending Food Area



Cultural Tourism & Intangible Heritage Zone

Press Release

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Reach Over 1 Million Audience!

The growing influence of Shenzhen Gifts & Home Fair has garnered extensive coverage from major national media outlets, including China Daily, Consumption Daily, and China Economic Net. Furthermore, LINE TODAY, Yahoo! Finance, PR Newswire, Vietnam Plus, AsiaOne.com, Antara News, IANS [Indo-Asian News Service], Kalkine Media, The Manila Times, The Malaysian Reserve, Taiwan Business News, Vulcan Post, and Hong Kong Commercial Daily, have all featured reports on the event. Coupled with strong coverage from seasoned industry media and leading self-media platforms, this surge in visibility has significantly enhanced brand awareness and influence!



360° Social Media Matrix

Livestreaming Visiting: An Immersive Virtual Reality Experience

Leveraging Wechat Channel as the main platform,
the event featured an uninterrupted

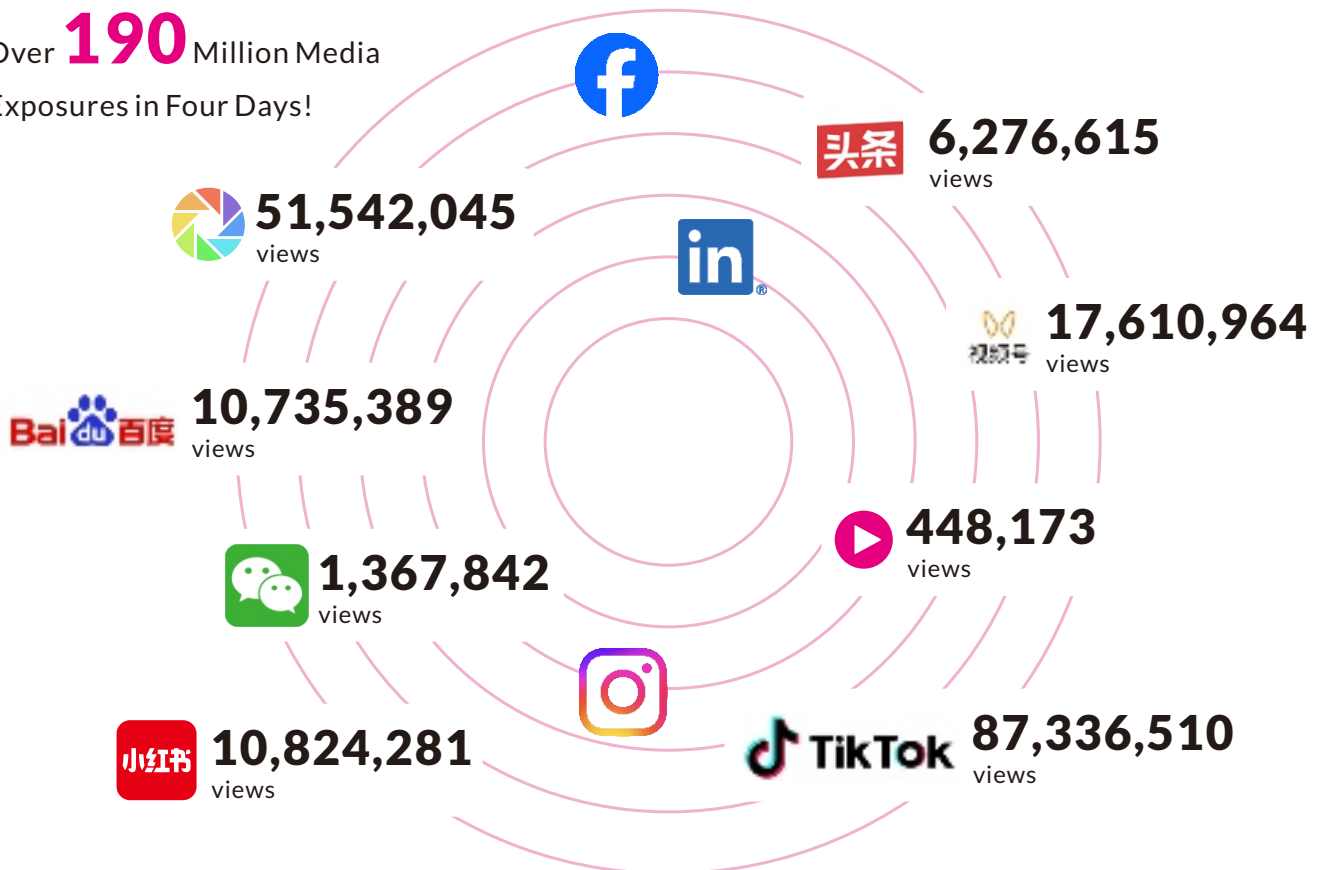
8-hours live broadcast across multiple channels.

Reach **440,000** viewers



Social Networks

Over **190** Million Media
Exposures in Four Days!



SHOW CALENDAR OF RX HUABO EXHIBITIONS 2025

MARCH BEIJING

The 51st China Beijing International Gifts, Premium & Houseware Exhibition
March 20th-22nd, 2025 China International Exhibition Center

APRIL SHENZHEN

The 33rd China (Shenzhen) International Gifts, Handicrafts, Watches & Houseware Fair
April 25th-28th, 2025 Shenzhen World Exhibition & Convention Center
The 15th China Mobile Electronics Fair
April 25th-28th, 2025 Shenzhen World Exhibition & Convention Center
The 10th Shenzhen Gifts, Consumer Goods Packaging & Printing Fair
April 25th-28th, 2025 Shenzhen World Exhibition & Convention Center
Shenzhen Consumer Goods Cross-border E-commerce Exhibition
April 25th-28th, 2025 Shenzhen World Exhibition & Convention Center

MAY YIWU

2025 Yiwu Gifts, Fashion Products and Houseware Fair
May 18th-20th, 2025 Yiwu International Expo Center

JUNE CHENGDU

The 17th China (Chengdu) Gifts & Houseware Fair and Cultural and Creative Tourism Commodity Fair
June 19th-21st, 2025 New International Convention & Exposition Center
Chengdu Century City

JULY SHANGHAI

The 7th Shanghai International Gifts and Home Products Fair
July 17th-19th, 2025 Shanghai New International Expo Center, Shanghai, China

AUGUST BEIJING

The 52nd China Beijing International Gifts, Premium & Houseware Exhibition
August 14th-16th, 2025 China International Exhibition Center

SEPTEMBER INDONESIA · JAKARTA

2025 RX Huabo Asia Gifts Fair-Indonesia
September 11th-13th, 2025 Jakarta Convention Center

OCTOBER SHENZHEN

The 33rd China (Shenzhen) International Gifts and Home Products Fair
October 20th-23rd, 2025 Shenzhen World Exhibition & Convention Center
The 16th China Mobile Electronics Fair
October 20th-23rd, 2025 Shenzhen World Exhibition & Convention Center
The 11th Shenzhen Gifts, Consumer Goods Packaging & Printing Fair
October 20th-23rd, 2025 Shenzhen World Exhibition & Convention Center
2025 Shenzhen Special Channel Pet Products Expo
October 20th-22nd, 2025 Shenzhen World Exhibition & Convention Center
Shenzhen Consumer Goods Cross-border E-commerce Exhibition
October 20th-23rd, 2025 Shenzhen World Exhibition & Convention Center

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